

WESTERN USRI RESEARCH OUTPUT

# SocioDigital Media Lab - MITACS Project

Riley McLaughlin  
Supervisor: Anabel Quan-Haase



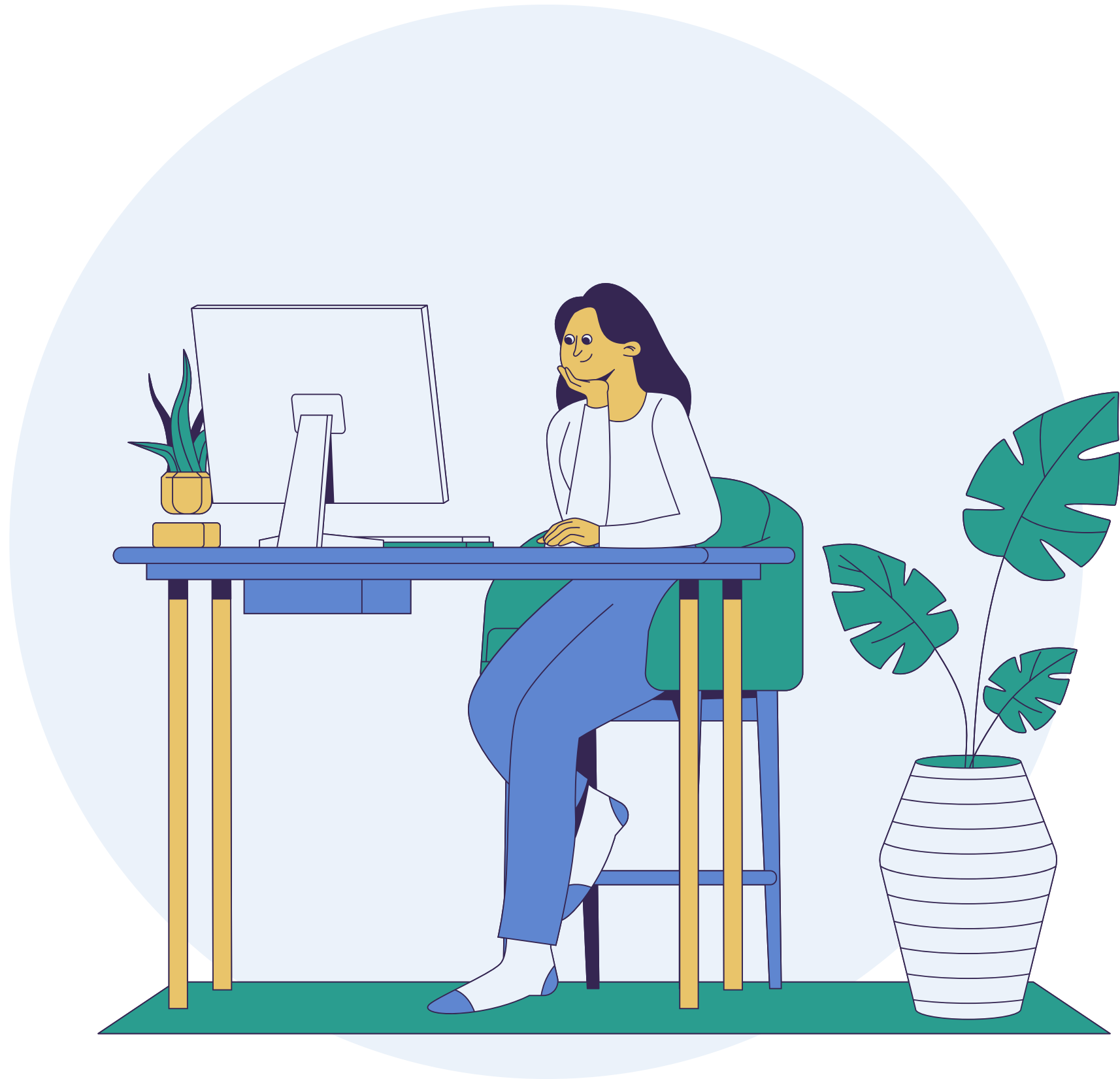
# SocioDigital Media Lab

Western University

Research activities:

- data coding
- data analysis
- literature review/research
- editing





# MITACS Project

Use of Twitter by female-  
run NGOs

Lead Researcher: Charlotte Nau

# Project Overview



## Impact of COVID-19 on Women

How has the COVID-19 pandemic disproportionately impacted women socially and economically?



## Themes Discussed on Twitter

What topics do female-run NGOs discuss on Twitter?



## Microblogging Functions on Twitter

What is the purpose of tweets sent out by female-run NGOs?

**RQ0**

Generally speaking, how do women's rights organizations use Twitter to discuss women's concerns related to the COVID-19 pandemic?

**RQ1**

What specific concerns do the organizations discuss on Twitter?

**RQ2**

How strongly are the different issues represented in the discussion?

**RQ3**

How do the organizations share information, build community, and stimulate action?

# Microblogging Functions



## Information

Provide content to individuals  
(health, COVID and gender,  
provide resources)



## Community

Inspire a sense of togetherness  
amongst Twitter users  
(recognition, acknowledge,  
interactions with other users)



## Action

Encourage Twitter users to do  
something (donate, volunteer,  
join an organization)





# Method

**Tweets were downloaded from five female-run organizations: Canadian Women's Foundation, ANOVA, UN Women, National Organization for Women, Planned Parenthood**

Next, a keyword search was preformed to filter only tweets that included information on "COVID", "COVID-19", corona, coronavirus, pandemic, lockdown, social distancing, #COVID19, #coronavirus, #socialdistancing

# The Coding Process

## Initial analysis

Begin with reading the tweet and coding for one or multiple themes and microblogging functions.

## Ongoing review and analysis

Assess any problems or scenarios that arise to maintain consistency amongst tweets and inter-coder reliability.

## Re-coding after analyzing initial results

Re-code tweets with multiple functions to identify the primary microblogging function.





# Challenges



## **Dealing with social media data**

The volume and complexity of social media data can make it difficult to work with.



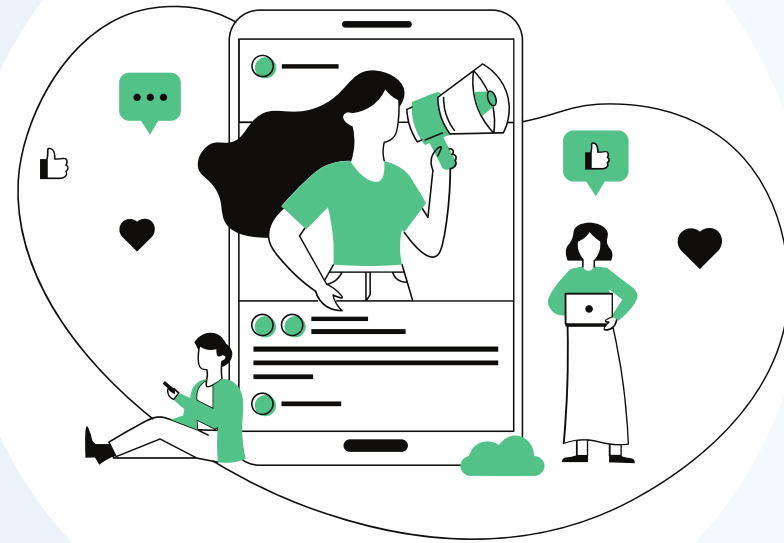
## **Maintaining consistency throughout coding and as issues arise**

It is difficult to predict what issues may arise before the coding process begins and when multiple individuals are coding issues can arise.

# Social Media Data

## Volume

Researchers are given access to vast amount of data previously inaccessible.



## Complexity

This data can be unfiltered and messy. Preparing it for analysis can be difficult.

# Preliminary Findings

1

**Information is the most common function of tweets sent out by NGOs.**

2

**Different organizations discuss different themes.**

3

**Tweets often discuss more than one theme.**

# Takeaways



## Misconceptions about social media data

Social media can appear to provide unprecedented access to valuable data, but there is less emphasis on the work required to make this data useable.



## Analysis required for consistent, accurate coding

Large-scale, manual data coding is an intensive process that requires constant review in order to remain reliable.

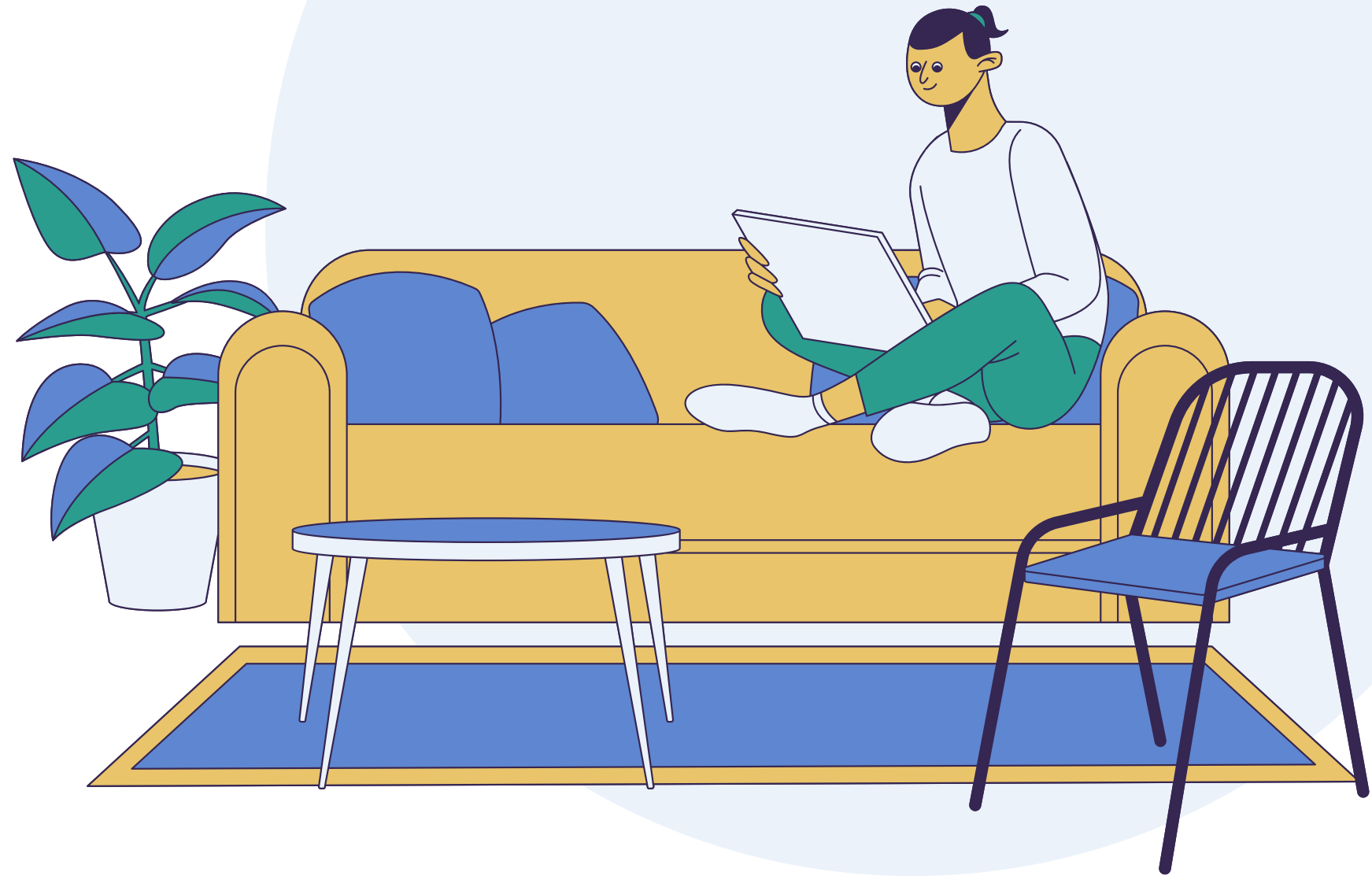


## Length and timeframe of review processes for paper submissions

The process of submitting a paper to be published requires extensive review from internal and external parties, and constant revision to ensure it meets publisher standards.

# Thank you & acknowledgements

Questions?  
rmclau6@uwo.ca



Lovejoy, K., & Saxton, G. D. (2012). Information, Community, and Action: How Nonprofit Organizations Use Social Media. *Journal of Computer-Mediated Communication*, 17(3), 337–353. <https://doi.org/10.1111/j.1083-6101.2012.01576.x>